



# POSTER STAMP BULLETIN

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NO. 3

## WHAT DO YOU GET FOR A TWO CENT STAMP?

We believe our readers will be interested in the text of an address made by Mr. Morton J. A. McDonald, Classified Advertising Manager of the Oakland Tribune, before the Classified Advertising Managers Association of the Pacific Coast, at San Diego, Cal. We quote below:

"What do you get for a two cent stamp?

"Transportation within the city limits, of course; a sale, or a collected bill, possibly, but that need not be all.

"Before opening, every letter is turned face down. What about the back? Why not a poster stamp on the bill, or the letterhead, or the proof of publication?

"What is a poster stamp? Perhaps, you call it a sticker. Indeed, many of them are, but they may be more. It should be a bill board in miniature. It is placed before an audience which has some other concern with the letter, and yet care should be taken to see that there is a relationship between the message on the poster stamp, and the basic subject of the letter.

"For a number of years, the OAKLAND TRIBUNE has employed stickers, which we have dignified by the name of poster stamps, and which we have sought to make for such purposes as the heralding of an approaching advertising campaign; the exploitation of new classifications; changes in rate, and to bring to the advertiser's attention the fact that through our own columns, and otherwise, we are "advertising his advertising".

"In a spirit of economy which may not always have been wise, we have confined our efforts to one and two color effects, and to inexpensive art work. Perhaps, it would have been a true saving to have been more liberal in production costs.

"We have used these stamps not only to seal correspondence, and as "tip-ons" on letters, bills, and proofs, but likewise attached to all outgoing cash receipts, and to layouts of proposed advertising.

"Serious limitations are put upon both copy and illustration. The first must be dramatically brief; the second, simple and vivid. Because a picture tells a story, not only "as well as 10,000 words", but likewise, more swiftly, it is especially desirable to make the pictorial treatment dominant, if not exclusive.

"Obviously, pictures must be simple, as well as convenient messages. Unless one is prepared to do fine work at considerable expense, bold effects on a black, or a tinted background, will be the most effective.

"Real Estate: We have promoted a campaign to invest in Eastbay real estate, before the completion of the Transbay Bridge project, through the medium of such a stamp printed in black on an aquamarine base -- a silhouette of one span of the bridge, and the slogan "BUY BEFORE THE BRIDGE IS FINISHED". This, however, is rather a long statement for the face of a poster stamp.

A similar campaign in a former year employed the slogan "GROW WITH OAKLAND". The poster stamp was a golden acorn bearing this legend in black.

"To supplement the yearly pre-vacation used car sale, we have gone into a series of stamps showing thumb-nail sketches of national parks and other interesting places within a day's drive of Oakland. Each stamp before the legend "— MILES, BY YOUR GOOD USED CAR".

"Our annual WHITE ELEPHANT campaign, being a general summer clearance sale, readily lends itself to pictorial treatment in black and white although the slogan "A WHITE ELEPHANT IS A VALUABLE BEST OWNED BY THE WRONG MAN", is too long, and we have been forced to substitute briefer statements for this particular type of publicity.

"To develop city-wide interest in a special feature, or particular campaign undertaken by the paper, it is possible to launch poster stamp contests in the art departments of the public schools. Teachers interested in commercial art will gladly cooperate. There will

be no expense to the paper, beyond the cost of buying the designs selected. Hundreds of others will insure the attention of thousands of citizens, and the entrants may be displayed in the newspaper lobby, or a downtown vacant store, to the further advantage of the paper.

(Cont. on Page 3 Col. 3)

### NEWSBOYS USE POSTER STAMPS AS GREETING CARDS (AND COLLECTION REMINDERS?)



Mr. Glenn C. Liebner, The Central Lithograph Co., Cleveland, Ohio, sends us the two newsboy stamps illustrated here. Wonder why somebody hadn't thought of this adaptation of the poster stamp long before this. Write us for these stamps. 10¢ per set.

POSTER STAMP BULLETIN



INTERNATIONAL POSTER STAMP PAGE

The poster stamps illustrated above have been sent to us through the courtesy of several European collectors. We cannot emphasize too strongly the urgent need for closer cooperation between American and European poster stamp collectors.

Suffice it to say here that a friendly and cooperative attitude on your part towards European collectors will repay you many times over again. We might say also in passing that for every poster stamp we have sent overseas, twenty

new ones have come back to us! Of course, that's only natural, when you consider the fact that poster stamps are used in Europe many times more than in the U. S. A.

If you don't correspond with anyone else in Europe be sure to get in touch with Mr. Paul Lebrecht, Mittl Pirkheimerstrasse 20, Nuremberg-N. Germany. Send him as many stamps as you can spare and you'll reap a rich harvest in return.

If you can read German, write for the cata-

log of Mr. Ludwig Hummel, Allerheiligenhof 9, Innsbruck, Austria. You'll find it extremely interesting. Also get in touch with Judge P.F. Deipacher, Royal Hungarian Court of Patents, Budapest 2111, Szentiralyuitca 35, Hungary.

Carl M. Becken of Minneapolis, Minn. has just sent us his newest (second edition) Standard Air Transport Label Catalog. If you're saving air transport poster stamps, you will find this eighty page book invaluable. Price: \$1 per copy.

So successfully did this campaign turn out, that we simply could not resist the temptation of reproducing an article from the January 1936 issue of Premium Practice --- in which the results are described.

In the last issue of the POSTER BULLETIN we told you that the Sinclair Refining Co. was issuing a series of Dinosaur Stamps and Albums to be distributed without charge to their dealers, who, in turn, were to give them away to their customers.

SO SWIFT AND TREMENDOUS WAS THE RESPONSE TO THE SINCLAIR ANNOUNCEMENT THAT THE COMPANY HAD TO PLACE A RUSH ORDER FOR 2,000,000 MORE STAMP ALBUMS AND 48,000,000 DINOSAUR STAMPS



## 1,000,000 CALLERS AT SINCLAIR SERVICE STATIONS IN 48 HOURS

### RESULT OF SINGLE BROADCAST OFFER OF PREHISTORIC ANIMAL STAMP ALBUM

FOR EIGHT years the "Sinclair Minstrels" have been on the air over the NBC Blue Network on Thursday nights, furnishing delightful programs that have won a firm place in the hearts of the nation's radio audience. To have held an audience that long is proof enough of popularity.

But sometimes even the most successful runs come to a close—a close indicated by diminishing audiences. It is important to test one's audience for staying powers, especially after eight years of continuous performances. That is what the Sinclair Refining Company did. And what a jolt they received!

For some time—meaning years—Sinclair has featured in newspaper and magazine advertising the fact that the deposits yielding the crude oils that the company uses date back to the days of the dinosaurs that were supposed to

range this continent. At one time they used a vast quantity of rubber balloons, that when inflated took on the form of one of these prehistoric monsters, and they became immensely popular.

Holding to the kinship between these aborigines and modern gasoline, the Sinclair company decided to test both the general interest in this advertising tie-up and in the minstrel programs after their eight-year run. Accordingly they prepared a most attractive stamp album with places for and descriptions of 24 of these prehistoric monsters, together with the stamps, beautifully done in colors, illustrating each one, and decided to offer them over the radio—and limit that offer to a single announcement—as rigid a test as could be imagined.

November 14, 1935, was the date selected, and during the program it was stated that one of

these stamp albums would be given to every child who would go to a Sinclair Station accompanied by an adult, and that each week thereafter the local dealers would give out the stamps as long as the supply lasted, provided also that there was an accompanying adult. It was emphasized there was nothing to buy—just go to the station and ask for first the album and then the stamps, an adult being along.

Faith in the interest, particularly of the youngsters, in these dinosaurs, led to providing 1,000,000 of the stamp albums and the necessary number of the stamps, and the initial distribution of the albums among all of the Sinclair stations, so that each one would have what was estimated to be enough to supply whatever demand that single broadcast offer might create. It was not considered possible that the million albums might not be enough. Then came the radio announcement—and the deluge!

Before 48 hours had elapsed 1,000,000 children had called at Sinclair Service Stations and 1,000,000 adults had accompanied them, and the entire 1,000,000 albums was exhausted.

The demand for the albums continued far beyond those 48 hours. Thousands of children with their accompanying adults were turned away. Telegrams and telephone calls poured into various Sinclair branch offices, all making the same demand, "We want and need more stamp albums."

The Sinclair company went into action immediately. Rush orders were placed for 2,000,000 additional albums, and 48,000,000 more stamps are practically off the presses, such is the anticipated demand for pictures and albums.

In all the records of radio broadcasting there is nothing that equals this delivery of far over a million listeners to a single broadcast with as many children, trooping to places of sale of the sponsor's products.

In all radio broadcasting there is nothing equal to the weekly visits of those million children, with adults, coming back for more stamps.

It is also an outstanding tribute to the power of relatively inexpensive gifts.

## POSTER STAMP BULLETIN

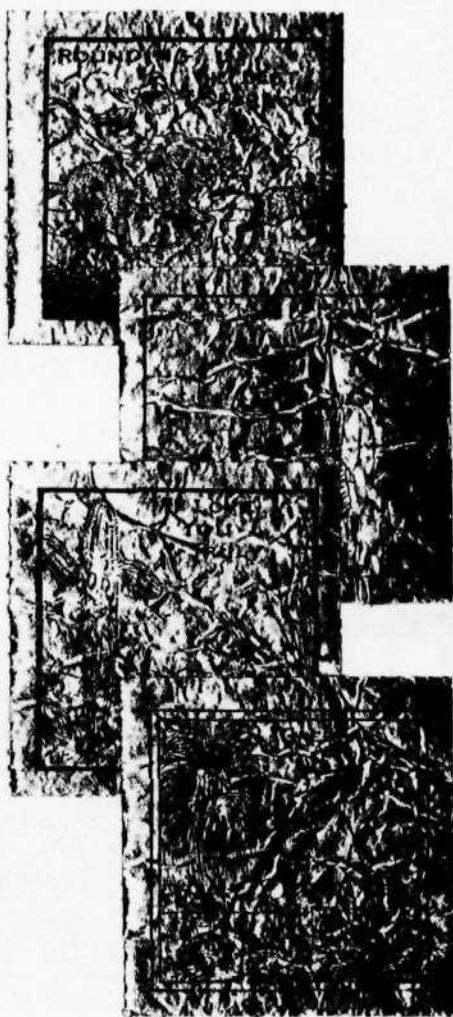
### COLORFUL TEXAS CENTENNIAL STAMPS ISSUED

The Texas Centennial of 1936, to be held in Dallas, promises to be a mighty interesting affair --- at least that's the impression we got from the splendid series of twelve poster stamps we received. This series very definitely belongs in your collection. Send us 10¢ in stamps or coins for single sheet - or \$1.00 for 12 sheets.



### DESERT STAMPS

Very interesting indeed is the series of "Desert Stamps" received from the Arrowhead Studios of Phoenix, Arizona. This series of nine stamps is printed in blue ink on gummed copper, and depicts desert life, in cartoon fashion. Order them from us at 10¢ per sheet (nine stamps) - or \$1.00 per dozen sheets.



Please send me the following poster stamps:

- |   |          |
|---|----------|
| <input type="checkbox"/> sets NEWSBOY STAMPS @ 10¢ per set                                  | \$ _____ |
| <input type="checkbox"/> sets DESERT STAMPS @ 10¢ per set<br>\$1.00 per doz. sets           | _____    |
| <input type="checkbox"/> HARD OF HEARING STAMPS @ 1¢ each                                   | _____    |
| <input type="checkbox"/> AIR TRANSPORT LABEL CATALOGS @ \$1.00 ea.                          | _____    |
| <input type="checkbox"/> sets OAKLAND TRIBUNE STAMPS @ 10¢ per set                          | _____    |
| <input type="checkbox"/> sets TEXAS CENTENNIAL STAMPS @ 10¢ per set<br>\$1.00 per doz. sets | _____    |

Please accept application for membership in the National Poster Stamp Society for one year (\$2.00)

I enclose  check  cash  money order  stamps for \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## POSTER STAMP BULLETIN

### LETTERS COLUMN

In the postscript of a recent letter Mr. J.W. Stoutzenberg, Clayton Station, Clayton, Mo., writes as follows:

"... I can furnish these official seals of the American Society for the Hard of Hearing at 1¢ each, any quantity --- the proceeds go to the Society --- this is the same price as sold by the Society."



Joe W. Shannon, 3532 - 38th Ave. S., Minneapolis, Minn. writes as follows:

Gentlemen:

"Your latest issue of the Poster Stamp Bulletin invites comments from members. My thoughts on the subjects include the feeling that the bulletin does not come out often enough. The first issue started me on the hobby of collecting. I followed up all available leads mentioned therein and also all those listed in the second issue. I'm hungry for further sources of supply and thus hope that issue No. 3 will not be too long in coming forth. The new larger size is attractive.

"I agree with Mr. Stoutzenberg that it would be worth while to open the columns for advertisements for poster stamps. I have accumulated a surplus of duplicate designs and would be glad to sell them at nominal sums to other collectors. I have tried some advertising in the want ad sections of stamp magazines, but to advertise in a paper devoted solely to poster stamps would offer a mean ideal advertising medium. Let me know, if you decide to sell space.

The POSTER STAMP BULLETIN thanks Mr. Shannon and others who wrote in expressing their desire to have advertising in the BULLETIN. Our reply is found in the letter below, which was sent out to a selected list of prospective advertisers.

"It has been decided that the POSTER STAMP BULLETIN will carry paid advertising beginning with the February, 1936 issue. This decision was made only after reader opinion pointed to the advisability of accepting such advertising.

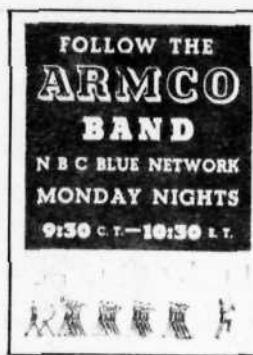
"The cost for advertisements per issue will be as follows:

1/2 column 2 $\frac{1}{4}$ " wide x 4 $\frac{1}{2}$ " deep - \$5.00
1 column 2 $\frac{1}{4}$ " wide x 9 $\frac{1}{2}$ " deep - 8.00
2 columns 5" wide x 9 $\frac{1}{2}$ " deep - 15.00
1 page (3 columns) 7 $\frac{1}{2}$ " wide x 9 $\frac{1}{2}$ " deep - 21.00."

No advertisement can be accepted for less than 1/2 column. Cash and copy must accompany all orders.

Copy for the next issue must be in our hands no later than April 1st.

Advertising revenue obtained will be spent in improving the Bulletin --- in providing even better features for our readers.



Gentlemen:

"Permit me to thank you for sending a copy of your very interesting Poster Stamp Bulletin, and also for mentioning my name as an interested collector.

"I have received many letters as a result thereof, and in order to avoid useless future correspondences would you be kind enough to announce that I am interested in aviation and aero-stickers issued before 1911 only. I have some 150 different stickers of this pioneering period --- probably the outstanding collection of this material in the world.

"You may also announce that I will be pleased to send a sheet of 1934 American Air Mail Society convention stickers gratis to any persons enclosing a stamped self-addressed envelope. I personally designed this sticker which is, incidentally, the first issued by the society and the first parody on the (in) famous Farley souvenir sheets. Specimen sheets are enclosed with my compliments.



"I would also be pleased to give a set of five or six different Century of Progress stickers free to any of your readers sending a stamped, self-addressed envelope."

We are quite sure that our readers will wish to avail themselves of the kind offers made by Mr. Samuel Ray, 1539 S. Kolin Ave., Chicago.

(Cont. from Page 1 Col. 3)

"To sum up: The Poster Stamp adds nothing to mailing costs beyond its own printing. It brings an important fact to the attention of all who have correspondence with the paper. It tends to mollify the disgruntled advertiser when the reply to his complaint shows what we do to make his advertising more valuable. It takes the curse off the monthly statement by showing that the buyer obtains something more than white space from the publisher. It stimulates the interest of the entire staff. It turns the necessary expense of routine correspondence into an investment in advertising, and that is the answer to "WHAT DO YOU GET FOR A TWO-CENT STAMP"?

*Our readers may secure copies of the poster stamps to which Mr. McDonald refers in his address. Send 10¢ for set.*

### A NEW SERVICE FOR BULLETIN READERS

In order that BULLETIN readers be spared the trouble of writing to five or ten different poster stamp sources in order to secure the different poster stamps we mention, we have stocked enough of each to be able to supply your requirements. Simply fill out the order form below and enclose your remittance. Understand, please, that you may write direct to the producer if you choose. Our service is designed to assist you only if you wish to take advantage of it.

### NEW STATE OF CONNECTICUT STAMPS

The letter below, which comes to us from the Case, Lockwood and Brainard Company, 85 Trumbull St., Hartford, Conn., should indeed interest all poster stamp collectors. Mr. Gable will gladly take care of your requests.

Gentlemen:

The newly formed State of Connecticut Publicity Commission is producing as one of its advertising media a series of two-color poster stamps depicting interesting views and historical spots in Connecticut. The sketches have been made by one of the foremost artists in this country and all who have seen them agree that they are extremely well done.

It has been brought to our attention that your Society is interested in editions of stamps like these and we are wondering if there is a special size and number per sheet necessary to qualify.

The stamps as we contemplate them now are 1-3/4" x 2-1/4" deep and will come 25 to a sheet, five rows across and five down, and will sell at 1¢ each or 25¢ per sheet.

Very truly yours,  
BCG/J Bert C. Gable, Jr.

# PLANNING TO USE GUMMED PAPER?

SPECIFY

## MID-STATES REALLY FLAT Gummed Papers

THE job has been OK'd. Mid-States Really Flat sheets are delivered and the job goes on the press. It may be a small hand-fed press or a big automatic. In any case, the sheets will lie flat. They will be uniform in color, finish and gluing from the first sheet to the last. The printer or lithographer is assured of top notch speed and quality reproduction throughout.

You need more than mechanical equipment to develop a successful printing business. Success in printing is based largely upon taking advantage of all the experience of other successful concerns. Leading printers and advertising men everywhere have standardized on Mid-States Really Flat Gummed Papers because Mid-States offers a wide range of colors, finishes and glues. (3) Mid-States Really Flat Gummed Papers, manufactured by a method developed and used exclusively by Mid-States, lie flat on the press.

*When it comes to* printing on gummed paper,  
there's nothing to equal MID-STATES Really Flat Gummed Papers



FREE  
HELPS  
TO USERS OF  
GUMMED  
PAPERS

1 "110 New Gummed Paper Suggestions"—a 64-Page, profusely illustrated book with a vast assortment of ideas for profit and action-producing labels, stickers, seals, and poster stamps.

2 "Mid-States Sample Portfolio of Gummed Papers"—showing samples of every conceivable style and color of gummed paper.

3 "Story of the Poster Stamp"—an illustrated booklet showing many different poster stamps with detailed explanations of their uses in modern merchandising. The only poster stamp manual available to printers, lithographers and advertising men!



Mail this  
Coupon TO-DAY

Attach this coupon to your letterhead

Mid-States Gummed Paper Co.  
2433 S. Damen Ave., Chicago

Please send us without obligation:

- "110 New Gummed Paper Suggestions"  
 "Mid-States Sample Portfolio"  
 "Story of the Poster Stamp"

My name is.....

Title .....

# MID-STATES GUMMED PAPER CO.

2433 SOUTH DAMEN AVENUE  
CHICAGO